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COMPANY, LIMITED

Capital - - \$2,000,000

Executors, Administrators, etc.

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President, Hon. J. R. STRATTON, M.P.P.

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In Winnipeg

and throughout the Province of Manitoba THE MONETARY TIMES is represented by

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BREAD UPON THE WATERS.

Most people have heard of the Waterbury watches and their extraordinary vogue. This was largely accomplished by advertising them widely and well. Col. George Merritt, of New York, who largely built up the business, declares that though the company spent many thousands of dollars, yet, "I do not hesitate to say that for every dollar we spent we got twenty back. Business would flow in from the most unexpected quarters, and where we took the time to investigate we could always trace it direct to some of our advertising." He gives a very interesting description of one case in particular: "In one case I did some advertising in London, which attracted the attention of a representative of one of the largest jewellery firms in Japan, who was then in England, and as a result we received one order for 100,000 watches. Not only that, but 'Waterburys' were so much in vogue then, and the Japs were so anxious for them, that a check for \$150,000 accompanied the order."

WINNIPEG BOARD OF TRADE.

At the meeting last week of the Winnipeg Board of Trade, the retiring president, Mr. E. L. Drewry, gave a voluminous address, which we have referred to elsewhere, and paid a high compliment to the labors of the secretary, Mr. C. N. Bell. After the treasurer's report, Mr. Strang, had been received and adopted, the election of officers took place. Mr. D. K. Elliott, vice-president, was chosen to the presidency; Mr. John Galt was elected vice-president; the treasurer and secretary were re-elected. The Council is as follows: E. L. Drewry, J. H. Ashdown, W. Hespeler, D. W. Bole, J. Maw, W. L. Parrish, W. Georgeson, G. F. Carruthers, J. Robertson, M. Bayley, D. E. Sprague, John Stovel, William Whyte, J. McKechnie, William Brydon, F. W. Thompson.

Board of Arbitrators.—K. Mackenzie, E. L. Drewry, G. F. Galt, G. J. Maulson, S. A. D. Bertrand, J. H. Brock, R. T. Riley, S. Spink, John Galt, William Hespeler, S. Nairn, and G. F. Carruthers.

Regarding the Chamber of Commerce, a resolution similar to the one passed by the Toronto Board of Trade was passed.

The report of the council for 1899 was treated exhaustively; a number of matters, such as the Kettle River Valley Railway, Insolvency Legislation, Manitoba hotel fire, vacant lands work, water route from Winnipeg to Hudson's Bay, pure bred swine, fourth congress of the Chambers of Commerce of the British Empire, technical education, export statistics, grain matters, discrimination in lake freight rates, illustration farms, metric system of weights and measures, undervaluation and false invoices, improvement of St. Andrew's Rapids, and the Pacific cable.

INGERSOLL has formed a Taxpayers' Association, which will try to do the work of a Board of Trade, and in addition take a deep interest in municipal elections.

JOHN MACKAY

**Public Accountant, Auditor, Receiver
and Trustee**

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Cable Address: CAPITAL. Tel. No. 3732.

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12 King St. West, Toronto

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Reserve 37,535 90
Total Assets 1,427,931 11

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